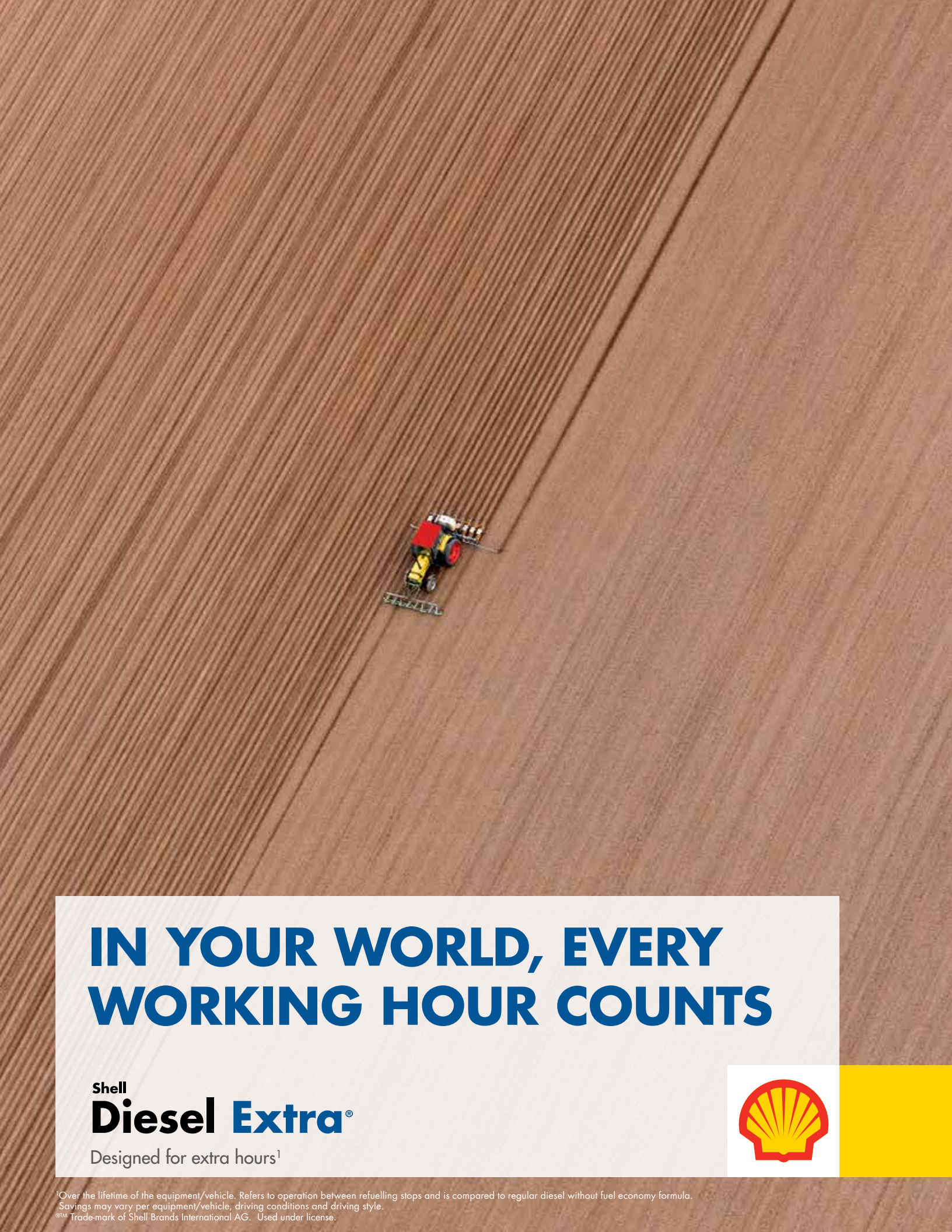


IN YOUR WORLD, EVERY WORKING HOUR COUNTS

Shell
Diesel Extra®

Designed for extra hours[1]

[1]Over the lifetime of the equipment/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula. Savings may vary per equipment/vehicle, driving conditions and driving style.

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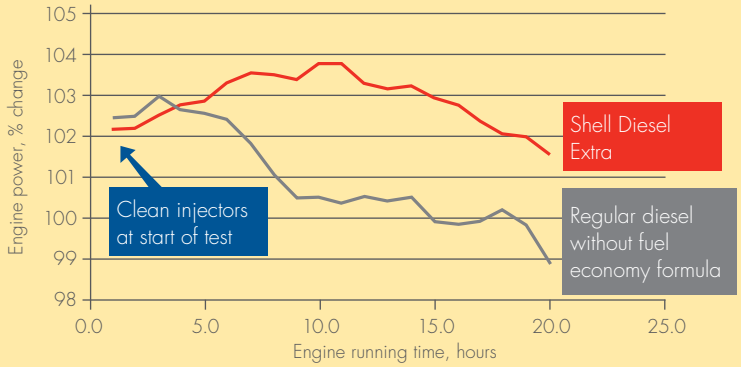
IN THE FARMING BUSINESS
YOU NEED EQUIPMENT WITH STAMINA

- Farming is a demanding business and a small technical problem can turn into an emergency if, for example, an engine breaks down when you need it for the harvest.
- Shell Diesel Extra can be **your ally for equipment reliability** and help you make the most of your business investment.

HOW SHELL DIESEL EXTRA
CAN PAY OFF

- Shell Diesel Extra is especially designed to help you save fuel by up to 3 %[1] over the lifetime of your heavy-duty equipment. Its unique formulation works, compared to regular diesel, by helping to keep the engine clean from deposits, reduce fall-off in engine performance and protect the fuel system from corrosion.
- All this can help reduce maintenance costs and downtime and improve equipment reliability.

The bottom line: Shell Diesel Extra can help keep your equipment fit for action when you need it in the field!



Test conditions designed to simulate 64,374 km (40,000 miles) of vehicle usage

A bench test simulated 20 hours of operations and severe hill-climb driving to reproduce extreme operating conditions – approx. 64,374 km (40,000 miles) of normal operation in terms of severity.

[1]Over the lifetime of the equipment/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula. Savings may vary per equipment/vehicle, driving conditions and driving style.

INCREASE EQUIPMENT RELIABILITY
WITH SHELL DIESEL EXTRA



✔ Protect your equipment investment

Over time and with intense operations, deposits may build up in heavy-duty engines leading to a fall-off in performance and increased maintenance. Replacing rusted engine parts can also cause costly downtime. Shell Diesel Extra is designed to keep the engine clean of deposits and prevent corrosion. This, in turn, can help reduce maintenance frequency and costs, and improve the reliability of your equipment.



✔ Save fuel by up to 3 %[1]

Shell Diesel Extra is designed to prevent the build-up of carbon deposits in the injector nozzles. This can help deliver fuel savings by up to 3 %[1] and allow you to run your equipment longer per tank, ultimately reducing your overall fuel costs.



✔ Reduce your environmental impact

It makes no difference whether your diesel equipment is old or new. Shell Diesel Extra is designed to help you save fuel by up to 3 %[1]. Burning fuel more efficiently will help you lower exhaust CO_2 emissions and black smoke[2]. That's one way you can help reduce the environmental impact of your farming operations.

WHAT CUSTOMERS SAY, BASED ON THEIR OWN OBSERVATIONS AND EXPERIENCE

"With Shell FuelSave Diesel* we save a great deal of fuel. This means that our machines can operate, on average, for 2.5 hours longer on each tank of fuel and they can do so under all conditions."

Rainer Buckel, owner of a family farm, Germany

HOW SHELL DIESEL EXTRA CAN HELP DELIVER SAVINGS

Annual fuel consumption of a farm (example)	**3 % fuel savings** (example)	**Fuel cost savings** (fuel price $1.25 per litre, example)	**CO_2 emission savings[3]** (example)	**Longer working hours[4]** (example)
50,000 L	1,500 L	$1,875	3.9 tonnes	15 hours
150,000 L	4,500 L	$5,625	11.8 tonnes	45 hours
300,000 L	9,000 L	$11,250	23.7 tonnes	90 hours

[1]Over the lifetime of the equipment/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula. Savings may vary per equipment/vehicle, driving conditions and driving style.
[2]In heavy-duty engines up to and including Euro III. Corresponds to North American heavy duty on highway trucks prior to 2004 and off road vehicles prior to 2006.
[3]1 litre of diesel combusts to approx. 2.63 kg CO_2. [4]Assumption: 100 litres per working hour standard fuel consumption.
* Refers to Shell Diesel with fuel economy formula. Brand name may vary per country. Known as New Shell Diesel, Shell Diesel Extra, New Shell Diesoline Ultra in other markets.

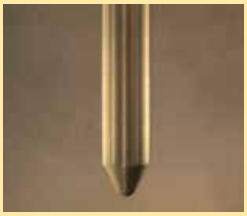
HOW SHELL DIESEL EXTRA **WORKS**

Regular diesel[1]



Fuel pump with corrosion

Shell Diesel Extra

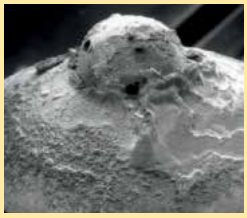


Fuel pump without corrosion

✔ Engine: Prevents corrosion and keeps the fuel system clean

Fuels are not naturally corrosive, but there is the potential for rust to form on metal parts when water and oxygen are present. Shell Diesel Extra is designed to protect critical fuel system components from corrosion.
Shell Diesel Extra's advanced formulation can also prevent deposit build-up in the injector nozzles, which helps keep the engine clean. And the dehazing additive in Shell Diesel Extra enables good water separation thus allowing the fuel in the storage tank to stay free from moisture.

Regular diesel[1]



Dirty injector nozzle

Shell Diesel Extra



Clean injector nozzle

✔ Injector nozzles: Prevents deposit build up

As heavy-duty diesel engines get older, carbon deposits can build up on the injectors, adversely affecting the spray pattern and combustion process.
Shell Diesel Extra is formulated with a special detergent to prevent further deposit build-up. This enables your engine to burn fuel more efficiently and, in turn, your equipment to run longer per tank and to emit less exhaust CO_2 and black smoke[2].

Regular diesel[1]



Dirty injector nozzle with disrupted spray pattern

Shell Diesel Extra



Clean injector nozzle with correct spray pattern

✔ Exhaust: Helps lower CO_2 emissions and black smoke[2]

Higher fuel consumption naturally leads to higher vehicle exhaust CO_2 emissions. Poor combustion can also result in partially burnt fuel being emitted from the exhaust as black smoke. Shell Diesel Extra is designed to promote more efficient combustion, which can help save fuel[3] and in turn reduce exhaust CO_2 emissions and black smoke[2].

ENHANCING OUR FUELS TODAY **FOR THE FUTURE OF YOUR BUSINESSS**



"With over 100 years of fuels research and development, we have a worldwide reputation for leading fuels technology. Our scientists and experts continually work to enhance our products and collaborate with customers and business partners to create innovative energy solutions for today and for the future."

Dr. Wolfgang Warnecke, Shell Chief Scientist for Mobility

[1]Without fuel economy formula.
[2]In heavy duty engines up to and including Euro III. Corresponds to North American heavy duty on highway trucks prior to 2004 and off road vehicles prior to 2006.
[3]Over the lifetime of the equipment/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula.
Savings may vary per equipment/vehicle, driving conditions and driving style..



Shell
Diesel Extra®

TAKE ADVANTAGE OF THE BENEFITS

USING SHELL DIESEL EXTRA CAN HELP YOU:

- **Protect your equipment investment** – by helping to prevent corrosion in the engine and keeping it clean
- **Save fuel by up to 3 %**[1] – by helping to prevent the build up of injector deposits
- **Reduce your company's environmental impact** – by helping to lower equipment exhaust CO_2 emissions and black smoke[2]

[1]Over the lifetime of the equipment/vehicle. Refers to operation between refuelling stops and is compared to regular diesel without fuel economy formula. Savings may vary per equipment/vehicle, driving conditions and driving style.
[2]In heavy-duty engines up to and including Euro III. Corresponds to North American heavy duty on highway trucks prior to 2004 and off road vehicles prior to 2006.



✔ SHELL DIESEL EXTRA AND YOUR EQUIPMENT:
A LONG-TERM RELATIONSHIP FOR RELIABILITY

www.shell.ca/commercialfuels